

Message Text

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INFO OCT-01 AF-06 ISO-00 EB-07 PCH-04 /018 R

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COM/BIC/OIM/WEST/CAF/TFFIEDLER

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COM/BIC/OIM/PD/CGENDREAU

STATE/AF/EPS/LWHITE

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EB/OCA/CD/RDAY

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R 222223Z AUG 75

FM SECSTATE WASHDC

TO ALL AFRICAN DIPLOMATIC POSTS

AMCONSUL LUANDA BY POUCH

AMCONSUL LOURENCO MARQUES BY POUCH

UNCLAS STATE 200631

E.O. 11652: N/A

TAGS: BEXP, XA

SUBJECT: REVISED FY 1976 TRADE PROMOTION PROGRAM

REF: STATE 172052; ABIDJAN 6662; ADDIS ABABA 9527;

-- DAKAR 4424; GABORONE 0998; KHARTOUM 1795; LAGOS 07281;

-- LUSAKA 1436; MBABANE 1279; MONROVIA 4573

INFORM CONSULS AS APPROPRIATE

1. FOLLOWING IS A LISTING OF CURRENT STATUS OF TRADE
PROMOTION EVENTS OUTLINED IN OUTGOING REFTEL ON TENTATIVE
FY 1976 PROGRAM THROUGH JUNE 1976. CHANGES BASED BOTH ON
POSTS' COMMENTS IN REFTELS AND ON ADJUSTMENTS NECESSARY TO
AVOID CONFLICTS WITH EVENTS IN OTHER WORLD GEOGRAPHIC AREAS.
(FINAL APPROVAL OF FUNDING LEVELS STILL PENDING.)
FURTHER POST COMMENTS WOULD BE WELCOMED.

-- A. FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION
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OCTOBER 1975; AS RABAT, NAIROBI, LUSAKA AND MBABANE
ALREADY INFORMED, THIS EVENT CANCELLED.

-- B. HEALTH CARE EQUIPMENT CATALOG SHOW; CHANGED FROM
DECEMBER 1975 TO MARCH 1976; JOHANNESBURG, CAPE TOWN.

-- C. AVIATION ELECTRONIC AND GROUND SUPPORT EQUIPMENT
TRADE MISSION; JANUARY 1976; LAGOS, KANO, GABORONE PLUS

ADDIS ABABA PER REFTEL REQUEST; WE WILL ALSO ENCOURAGE
MISSION SPINOFF TO MONROVIA.

-- D. BUILDING AND CONSTRUCTION EQUIPMENT CATALOG SHOW;
FEBRUARY 1976; ABIDJAN, KINSHASA, CANCELLED.

-- E. SEMI-ARID LAND DEVELOPMENT TECHNICAL SALES SEMINAR;
FEBRUARY 1976; LAGOS, KADUNA, KHARTOUM AND GABORONE
INSTEAD OF DAKAR.

-- F. MATERIALS HANDLING EQUIPMENT TRADE MISSION;
MARCH 1976; CASABLANCA, KINSHASA, LUBUMBASHI, NDOLA,
LUSAKA.

-- G. MOTOR VEHICLE MAINTENANCE EQUIPMENT CATALOG SHOW;
APRIL 1976; LAGOS, ADDIS ABABA. FOR LAGOS: WE WILL
ATTEMPT TO PROVIDE ADEQUATE SPACING BETWEEN EVENTS, BUT
NOW THAT ADDITIONAL FUNDS LIKELY TO BECOME AVAILABLE, WE
PREFER TO PLAN MAXIMUM FEASIBLE PROMOTION PROGRAM FOR
DEVELOPING AFRICA'S MOST LUCRATIVE MARKET AND REQUEST POST
RECONSIDER ABILITY TO HANDLE THIS EVENT. INDUSTRY POLL
INDICATED HIGH INTEREST THIS EVENT. FOR ADDIS ABABA:
REQUEST POST RECONSIDER CATALOG SHOW IN LIGHT OF VAST
POTENTIAL MARKET FOR TRUCKS. U.S. HAS HAD CREDITABLE
SHARE OF TRUCK MARKET IN RECENT YEARS. DUAL OBJECTIVES
ARE TO PRESENT U.S. STATE-OF-THE-ART AND STIMULATE INTER-
EST OF U.S. SUPPLIERS LONG CONSIDERED APATHETIC. EXHIBIT
COULD PROVIDE OPENING WEDGE FOR U.S. IN EXPANDING
MARKET.

-- H. AMERICAN BOOK WORLD CATALOG SHOW; MARCH 1976;
MONROVIA, NAIROBI. THEME NARROWED FROM ORIGINAL TITLE
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MEDIA USA BECAUSE WE FOUND PROMOTIONAL VEHICLE LESS
SUITABLE FOR FILMS AND RECORDINGS THAN FOR BOOKS. ACCRA
REPLACED BY MONROVIA BECAUSE INDUSTRY POLL REVEALED
LIBERIA TO BE BIGGER MARKET FOR U.S. PUBLISHERS; REQUEST
BOTH POSTS CABLE VIEWS SOONEST.

-- I. COMPUTER-RELATED BUSINESS EQUIPMENT TECHNICAL SALES
SEMINAR; CHANGED FROM APRIL TO MARCH 1976; DUE TO CONFLICT
WITH ANOTHER COMPUTER SHOW IN APRIL, ALGIERS, ABIDJAN,
LAGOS. FOR ABIDJAN: WE ARE WILLING TO DROP IVORY COAST
IF MARKET TOO THIN BUT PREFER TO WAIT FOR CONCLUSION OF
EMBASSY DISCUSSIONS WITH END USERS MENTIONED PARA 3
REFTEL.

-- J. BUSINESS EQUIPMENT AND SYSTEMS CATALOG SHOW;
CHANGED FROM APRIL TO JUNE 1976; MBABANE PLUS KHARTOUM AND
DROP LUSAKA PER REQUEST.

-- K. MODERN TELECOMMUNICATIONS SYSTEMS AND EQUIPMENT
TECHNICAL SALES SEMINAR; MAY 1976; LAGOS, ADDIS ABABA,
GABORONE.

-- L. FOOD PROCESSING AND PACKAGING EQUIPMENT CATALOG SHOW
CHANGED FROM MAY TO APRIL 1976; ACCRA, KHARTOUM. SEPTTEL
FOLLOWS RESPONDING TO KHARTOUM REFTTEL.

-- M. AGRICULTURAL EQUIPMENT CATALOG SHOW; JUNE 1976,
NAIROBI, LUSAKA.

-- N. CONSUMER GOODS CATALOG SHOW; JUNE 1976; LAGOS. OUR
COMMENTS ABOVE RE VEHICLE MAINTENANCE SHOW ALSO APPLY TO
THIS EVENT. ROBINSON

NOTE BY OC/T: POUCHED LUANDA, LOURENCO MARQUES.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 26 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE200631
Document Source: ADS
Document Unique ID: 00
Drafter: COM/BIC/OIM/E/SAF/RSEDWARDS
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: D750292-0911
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t197508101/baaaasvz.tel
Line Count: 131
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ORIGIN COM
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 30 JAN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 JAN 2003 by ReddocGW>; APPROVED <13 JAN 2004 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> gwr 971006
Subject: n/a
TAGS: BEXP, XA
To: ALL AFRICAN DIPLOMATIC POSTS
LUANDA BY POUCH
LOURENCO MARQUES BY POUCH
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006